



信息可视化

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信息可视化概述



简单来说，就是将一些枯燥乏味的文字信息、数据信息或者某些抽象的关系进行梳理，以图形、视频等方式呈现出来，兼顾逻辑性与艺术性，让观者理解起来更加容易。





我举个栗子

两个男的喜欢一个女的，然后另一个女的喜欢其中一个男的，另外还有一个男的喜欢那个喜欢其中一个男的的女的，然后两个男的喜欢的那个女的也喜欢两个男的其中的一个，但不是另外那个女生喜欢的那个男的。



两个男的 → 男 A、男 B

一个女的 → 女 A

另外一个女的 → 女 B

另外一个男的 → 男 C



为什么需要信息可视化

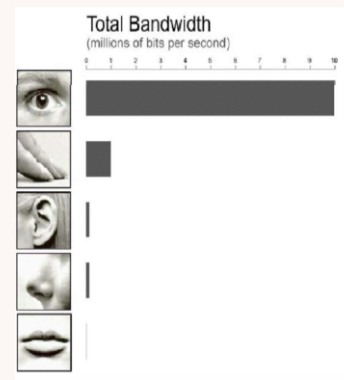


人体最强大的信息接收器！

1. 我们利用视觉获取的信息量，远远比别的感官要多的多

正常人有简单的五觉: 视觉, 听觉, 嗅觉, 触觉, 味觉。下面是用一个个图标来表示各个感官对信息量的接受的差别。可以看出来, 视觉的对信息的接收量比剩下的四种感观信息的接收量的总和还要多。

2. 人类大脑在记忆能力的限制。



• A BRIEF HISTORY OF THE DEVELOPMENT

公元前30000

石器时代晚期，法国南部洞穴中出现的动物图形，便是信息图的雏形。



公元前3000年

以图形符号当作沟通语言的埃及象形文字是早期信息图的最佳范例。

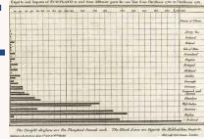


公元1350年

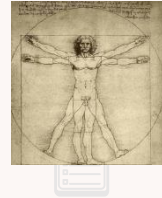


法国哲学家尼科尔·奥雷姆创造出了一种用于解释物体运动规律的图形。

公元1786年

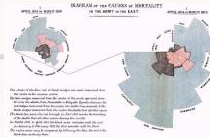


在建筑师威廉·普莱费尔编著的《商业与政治图解》中，首次出现了条状图等数据图样。



公元1510年

著名博学家列奥纳多·达·芬奇创造出了插图与文字结合的人体解剖指南



公元1857年

英国护士和统计学家弗洛伦斯·南丁格尔采用长条图与原形图来解释克里米亚战争中士兵伤亡人数与死因。

公元1850-1870年

法国建筑师查尔斯·约瑟夫·密纳德设计出了大量的地理统计信息图。



公元1970-1990年

信息视图逐渐开始出现在英国的各大主流新闻媒体上，且广受好评。



公元1930-1940年

ISOTYPE出现了，现今公共场所中的标识符号基本是由该系统演变而来。



21世纪

时至今日，在各种信息传播渠道中，你都能发现信息视图的身影。





灵感与创意

灵感来源于细微的生活、他人作品、一瞬间

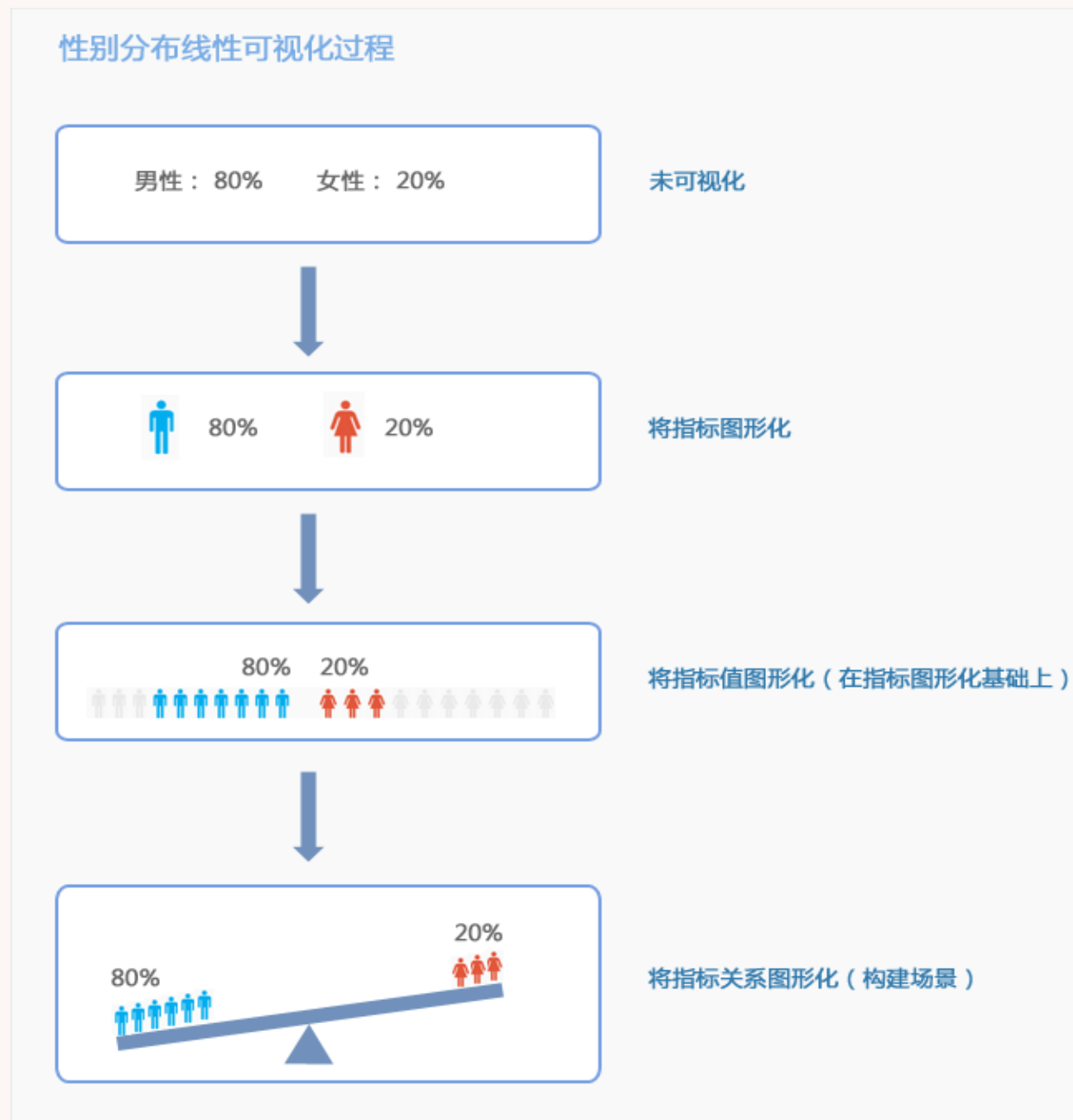
创意：“借代”、“隐喻”、“夸张”、“拟人”

<https://www.infographicsarchive.com>



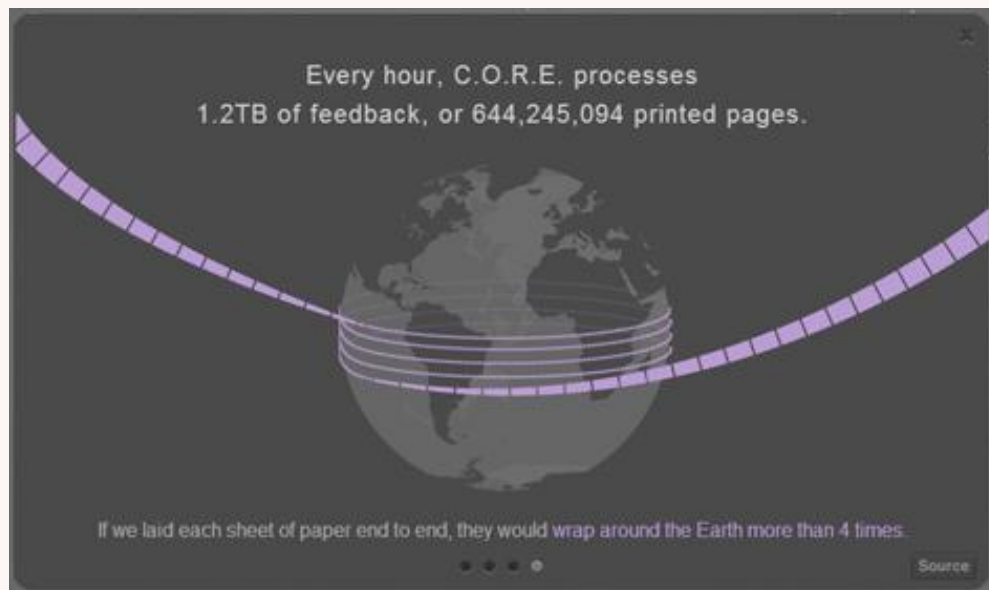
我举个栗子

以最简单的性别分布为例：





- 将数据进行概念转换
- 比喻法，对比法

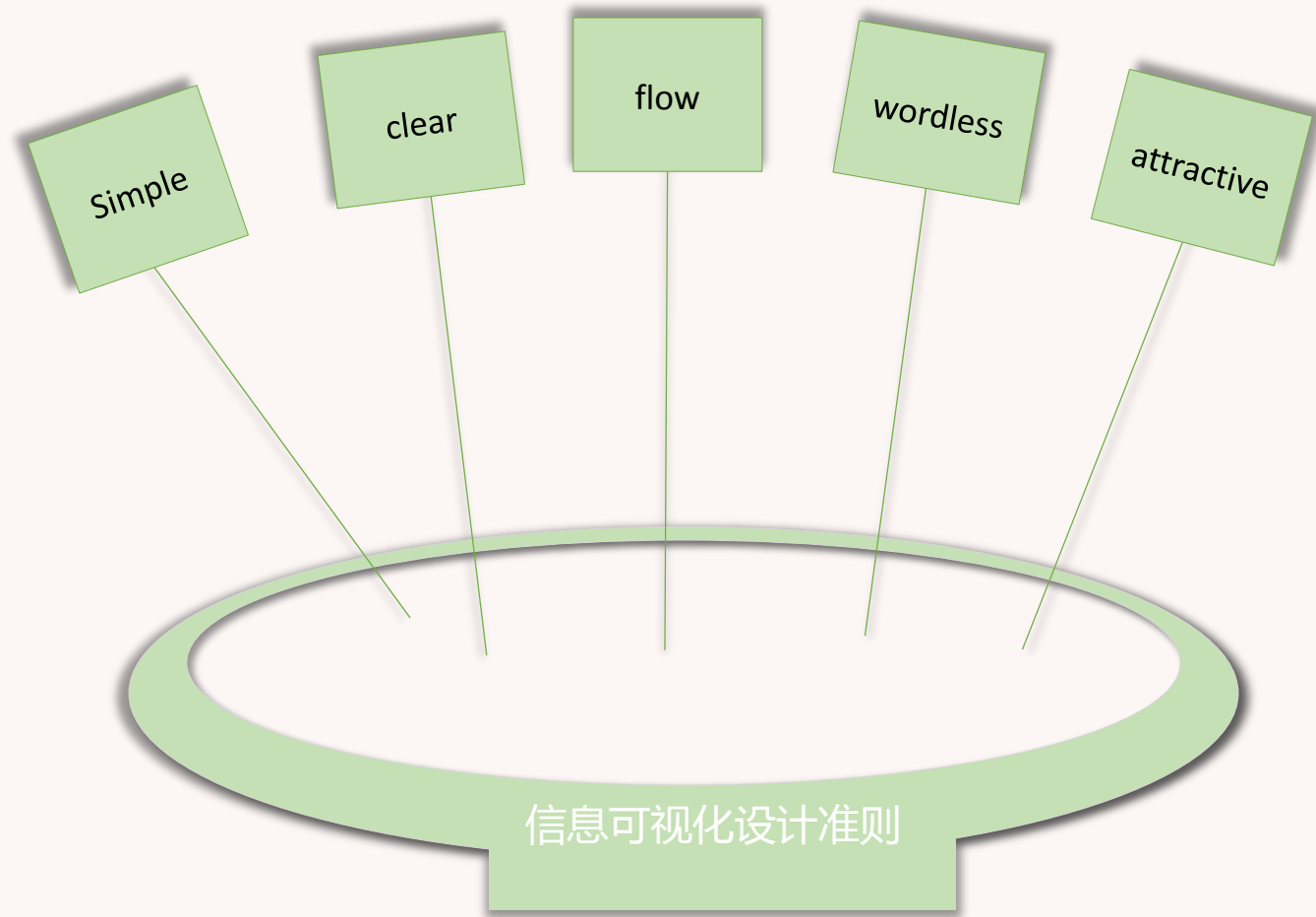


中国烟民数量

320,000,000 ||



信息可视化设计准则



信息图设计流程

第一步：寻找灵感，确定**创意**，确定主要表达内容，制订相应设计方案

第二步：根据所要表达的信息，给视图挑选一个（多个）**结构模型或图标模型**，让读者一目了然，降低理解难度

第三步：根据设计方案，为视图挑选合适的**版型方案**，规划大致版型效果

第四步：结合信息本质，从图形创意角度，对结构模型或图标模型进行**艺术化加工**，并根据所需，将某些文字信息转化为图元素

第五步：对信息视图中将要出现的文字元素进行**编排和加工**

第六步：从不同角度为视图制定一套最佳**配色**方案。

信息视图的分类



分组类



统计类



分解说明类



流程类



对比类



空间类



层级类



分组类信息图

——分门别类逐一阐述

将信息按照某种逻辑类别进行分组编排。

常用于各类信息的分类、梳理、归纳、拆分上。如整理计划表、说明性图谱的设计。



技巧：

保留间隔，明确分组关系

序号元素

间隔元素（线条、花边等）、归纳元素（色块、色框等）

以网格式编排

版面切割

拉近组别关系

10 OF THE BEST LATE EXCUSES TO TELL YOUR BOSS

- (If your boss is also a pet owner, no questions asked.)

1 My dog/cat got out and I had to find them.
- (They can't get mad if you were already working.)

2 I was working on that big report from home, and lost track of the time.
- (This works with any large, fixed appliance, A/C unit would work too.)

3 I had to wait for my refrigerator repairman to arrive.
- (This one only works if you've just returned from a trip. No one wants to ask you about foot powder.)

4 I was detained by Homeland Security because of foot powder in my suitcase.
- (How can your boss fault you for being such a great person?)

5 I stopped to help a stranded motorist on my way to work.
- (The flip side of #1. If your boss is not an animal lover.)

6 There was a dangerous looking dog on the loose out front, and I had to wait for it to leave to go out to my car.
- (So your spouse, not you, looks like the clumsy one.)

7 My husband/wife tripped and spilled coffee on me and I had to change.
- (Great to use if your boss is a doting parent, too.)

8 I stopped to help my child's teacher carry in art supplies.
- (Common, but believable, as nearly everyone has been there.)

9 I got a flat tire on the way in and had to stop to change it.
- (Check news to make sure, then add that you tried to plan for it.)

10 I left extra early, but the traffic was horrible.

8 Best Fitness Trackers

- 01 Fitbit AltaHR**
Move to the beat of you.

Standout Features

 - PurePulse Heart Rate
 - Auto Sleep Tracking & Sleep Stages 1
 - Call, Text & Calendar Alerts
 - Reminders to Move
 - Cardio Fitness Level
- 02 Apple Watch Series 2**
Live a better day.

Garmin Fenix 3
Uncompromising Multisport Training GPS Watch.
- 03 Moov Now**
Moov...does what Apple Watch and Fitbit cannot.
- 04 Samsung Gear Fit2**
Gear Fit2: GPS Sports Band.
- 05 Misfit Ray**
Automatically tracks steps, distance, calories, and light and restful sleep.

 - Misfit smartwatches can help you live smarter.
 - Let a smartwatch keep you connected and power your day.
 - Choose colors and style to personalize your smart watch.
- 07 Polar A360**
Your perfect training companion.
- 08 Huawei Fit**
A fitness watch coaches you personally and fits your style.

TAKE IT EVERYWHERE - IT'S READY WHEN YOU ARE

Sources:
<https://www.consumerreports.org/>
<http://www.samsung.com>
<https://www.fitbit.com/>

10 AMAZING HAIR FACTS

STYLE
On average, a woman changes her hairstyle 104 times in her lifetime. In surveys just wanting a change was the most common reason.

LENGTH
The record for the longest hair goes to a woman in China with 18 ft locks whereas the records for ear, eyebrow and nipple hair all stand around 6-7 inches.

MONEY
The largest amount of hair has been insured for is \$100,000 by Troy Polamalu of the Pittsburgh Steelers. Tom Jones chest hair was insured for \$7m and a lock of Elvis's hair went at auction for over \$100,000.

NATURAL COLOR
Red hair is only found in about 1% of the worldwide population, in medieval times it was thought to be a sign of a witch, werewolf or vampire.

STRENGTH
A single human hair can support about 3 1/2 oz or 100 grams in weight, a guy from India pulled a 10 ton truck over 50 yards with his.

EXTENSIONS
The longest hair extensions were applied in Serbia and about 1/2 a mile long. She must have needed a 10 ton truck and an Indian guy to get around.

IMAGE
In surveys 96% of women agreed that their sense of beauty and positive self image is connected to their hair.

GROWTH
Human hair grows just over 1/2 inch per month this can increase by leading a health lifestyle and getting plenty of sunlight.

GENDER
Male and female hair is impossible to tell apart unless genetic tests are used. About 11% of American men admit to coloring their hair, it's 75% for women.

HAIRDRESSING
The most expensive haircut was by Stuart Phillips in his salon in Covent Garden, London, England on an Italian client for over \$16,000.

www.short-hairstyles.com

30 SHOTS

They say small things amuse small minds, but what do "they" know?

<p>Alabama Slammer</p> <p>1/2 oz. blue gin 1 oz. amaretto liqueur 1 oz. Southern Comfort peach liqueur dash of lemon juice or your mix</p>	<p>Buttery Nipple</p> <p>2 oz. DeKuyper Buttershots liqueur with 1 oz. Irish cream on top</p>	<p>Kamikaze</p> <p>2oz. vodka 1/2 oz. orange liqueur dash of lime juice</p>
<p>Snake Bite</p> <p>2 oz. Yukon Jack whiskey 1/2 oz. Blueberry liqueur</p>	<p>Peanut Butter & Jelly</p> <p>1 oz. Framingham 1 oz. raspberry liqueur 1/2 oz. Butterscotch schnapps</p>	<p>Blue Kamikaze</p> <p>1 oz. vodka 1 oz. Blue curacao liqueur 1 oz. lime juice</p>
<p>Red-headed Slut</p> <p>1 oz. cranberry juice 1/2 oz. peach schnapps 1/2 oz. Jagermeister</p>	<p>Melon Ball</p> <p>1/2 oz. melon liqueur 1/2 oz. pineapple juice 1/2 oz. vodka</p>	<p>B-52</p> <p>1 oz. Kahlua coffee liqueur 1 oz. Bailey's Irish cream 1 oz. Grand Marnier or Cointreau layer carefully and serve flaming</p>
<p>Oatmeal Cookie</p> <p>1 oz. Blue Curacao 1 oz. Raspberry Liqueur 1 oz. Vodka</p>	<p>Flamin' Beaver</p> <p>1 oz. Amaretto 1 oz. Vodka 1 oz. Blue Curacao 1 oz. Peach Schnapps</p>	<p>Woo Woo</p> <p>1 oz. Vodka 1 oz. Blue Curacao 1 oz. Peach Schnapps 1 oz. Raspberry Liqueur</p>

SKILLSfuture

What's your #SkillsFutureStory?

SHARE YOUR STORY | FIND YOUR INSPIRATION

What is SkillsFuture?
SkillsFuture is a national movement to enable all Singaporeans to develop to their fullest potential, as well as realize their aspirations by taking advantage of a wide range of opportunities.



SOURCES:
<http://www.chron.com/2014/article/10-best-late-excuses-for-being-late-to-work-from-6268818p1>
<http://www.stevetand.com/business/index.html>
<http://www.wisestep.com/top-and-most-common-excuses-for-coming-late-to-work/>

HotDeals



统计类信息图

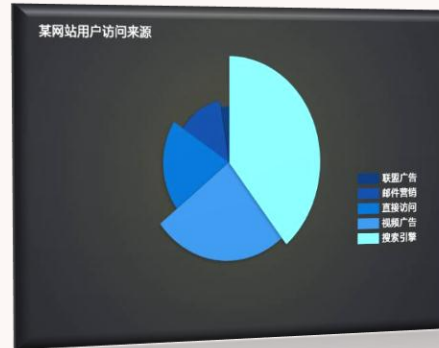
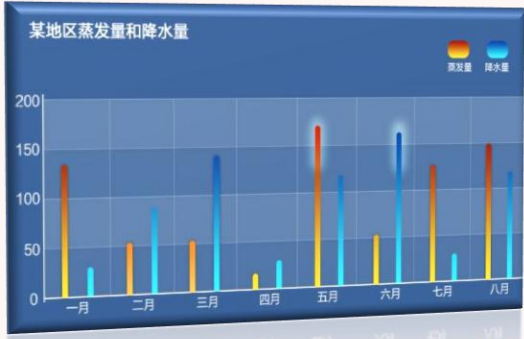
——整理数据总分兼顾

指一类借用各种图标模型来统计并展示各项数据情况的信息图。

主要用于数据分析、统计、对比等领域，除此之外还可以用于表现某事件的发展趋势等一系列与数据相关的信息



常见可视化图表的类型

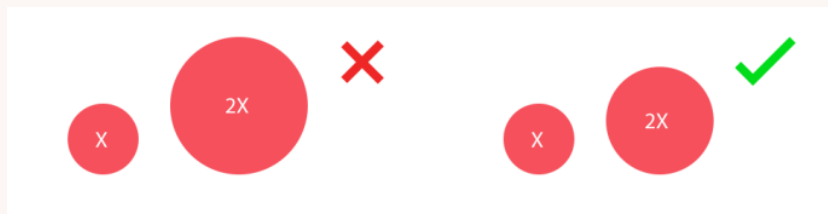


柱状过宽或过窄



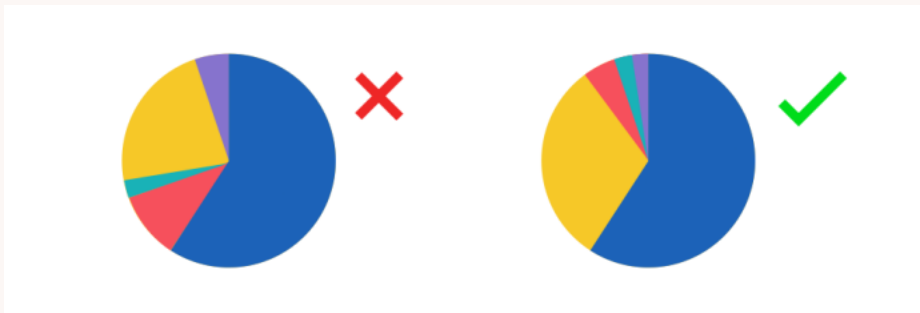
(经过调研，柱子的间隔最好调整为宽的1/2。)

错误呈现数据



(确保任何呈现都是准确的，比如，上图气泡图的面积大小应该跟数值一样。)

饼图顺序不当



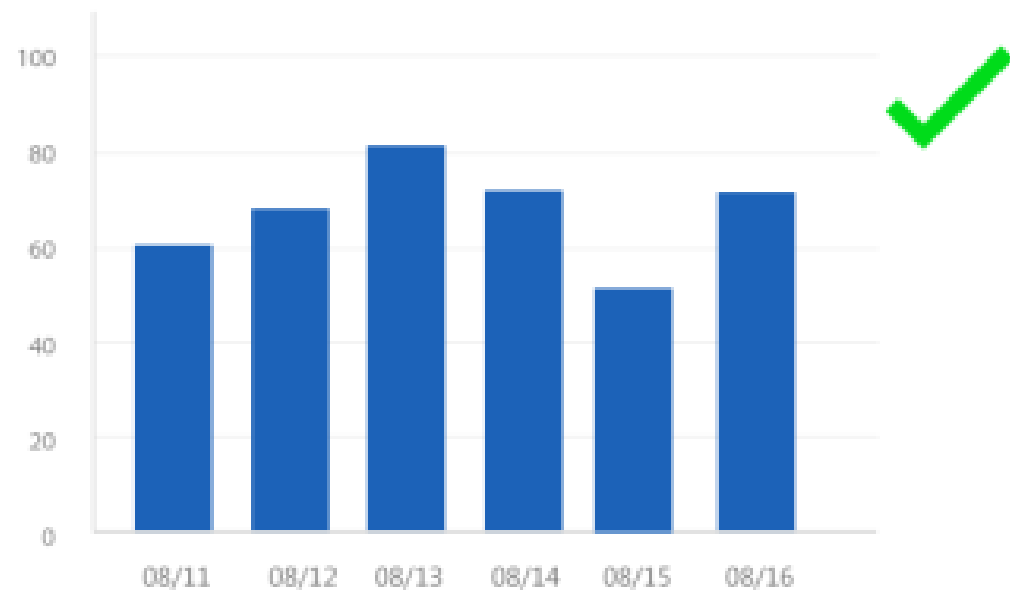
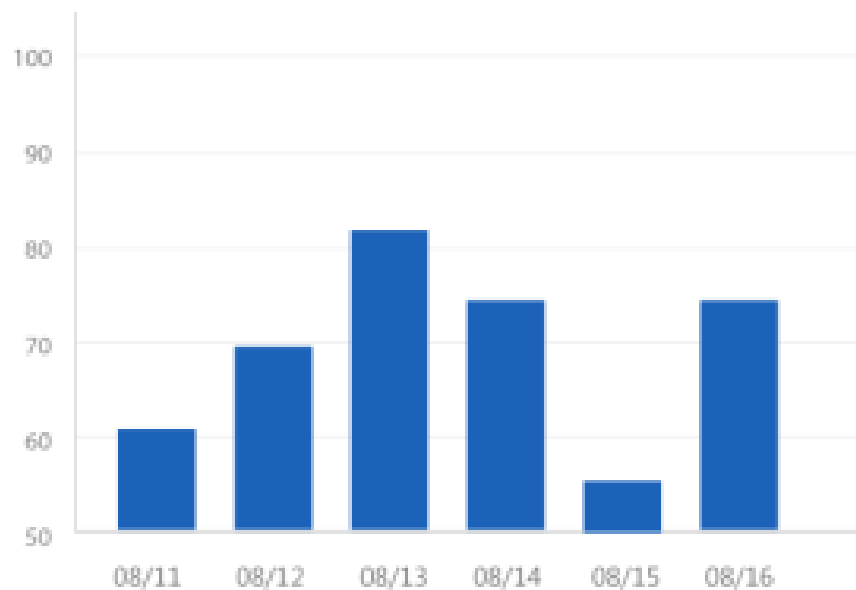
(最好的做法是将份额最大的那部分放在12点方向，顺时针放置第二大份额的部分，以此类推。)

数据对比困难



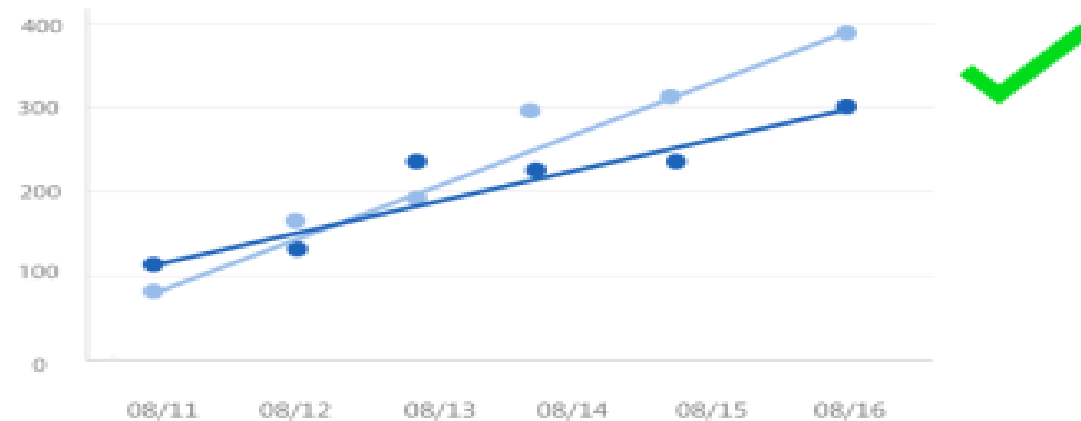
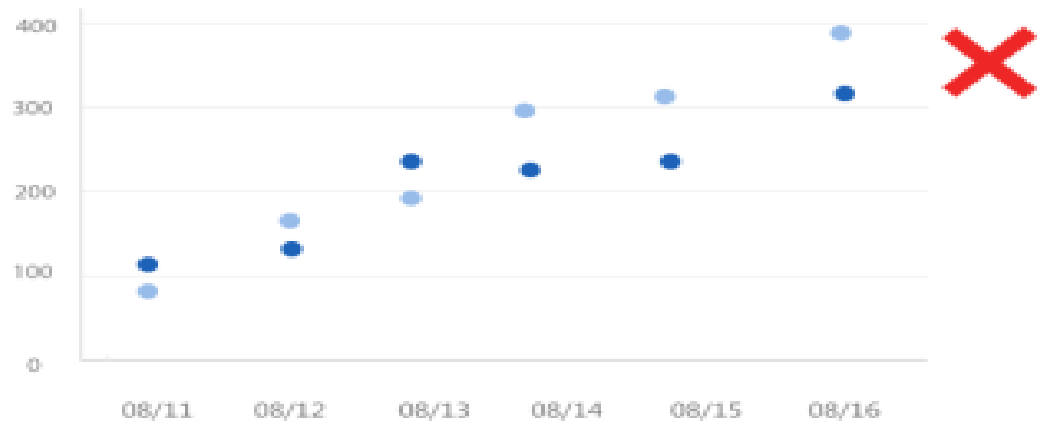
(选择合适的图表，让数据对比更明显直接。上图的数据作用是为了比较，显然，柱状图比饼图在视觉上更易于比较。)

误导用户的图表



（要客观反映真实数据，纵坐标不能被截断，否则视觉感受和实际数据相差很大。左图的数据起始点被截断从50开始。）

耗用户更多的精力



(通过辅助的图形元素来使数据更易于理解，比如在散点图中增加趋势线。)



分解说明类信息图

——锁定局部 详尽分析

将某个解说对象拆分为多个局部对象，而后在对这些局部对象进行独立说明。

产品介绍、空间布局、行为分析、物象构成分析



技巧：

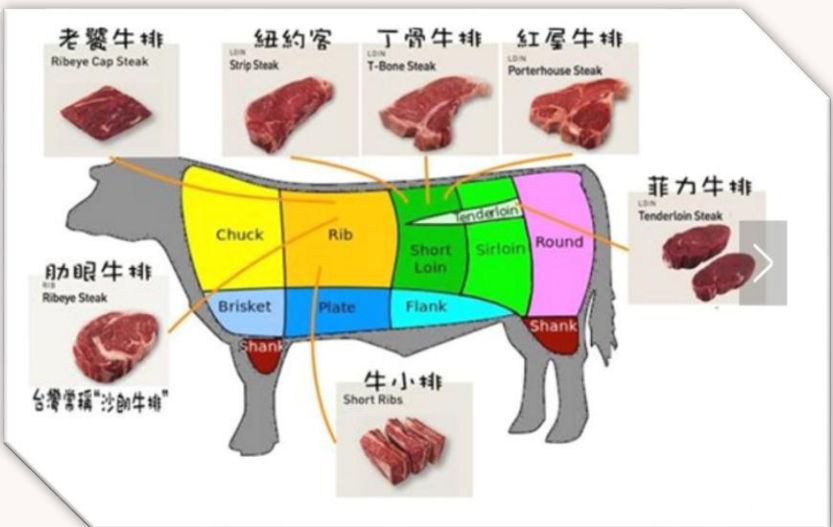
指示型连接元素

将解说信息直接编排在解说对象所在区域

将解说信息单独罗列出来

放大局部，展示细节

根据展示需求调整解说对象的造型



The Anatomy of Refrigerator Repair

Your refrigerator is one of the few items in your home that is running non-stop, day or night. When you think about the constant work your refrigerator is doing, it is actually pretty amazing that they hardly break down or encounter problems. Here is what to expect when the uncommon occurs.

Refrigerator Part	Cost	Symptom
Ice Maker	\$65.19	Ice maker doesn't make ice
Thermostat	\$27.80	Fridge or freezer section too warm
Hinge	\$11.21	Door damaged
Seal or Gasket	\$78.83	Door won't close or leaks
Switch	\$29.70	Lights won't turn on
Valve	\$52.43	Leaking water
Tray or Shelf	\$28.10	Cracked
Motor	\$64.22	Noisy when running
Drawer or Glides	\$37.40	Drawer won't slide
Filter	\$40.01	Water dispenser won't dispense water
Handle or Latch	\$38.32	Door won't latch

Refrigerator Part | **Cost of repair**

Parts required: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100

Average time of repair: 15 min

Symptom: Most common symptom for faulty part

Data provided by PartSelect, appliance & consumer electronics parts retailer.

The Most Prominent Learning Disabilities

Five learning disabilities are the most prominent among school-age children. Let's take a look at those five: their symptoms, possible causes and common issues.

Dyscalculia

What: General mathematical disability in which person cannot comprehend quantity, positive and negative number values, fractions and many simple mathematical operations

Signs: Issues with word problems, handling money, figuring out days/months, long division and patterns.

Dysgraphia

What: Writing difficulties; usually linked to brain trauma

Signs: Writing in a distorted way, consistently incorrectly spelling words and oddly spacing letters

Dyspraxia

What: Motor skills problems

Signs: Poor sense of balance and hand-eye coordination; clumsiness, frequently stumbling; irritation from loud noises and touch

In the brain: Two hemispheres in the cerebral cortex do not share information or respond to each other properly as in an unaffected brain

Dyslexia

What: Reading disorder; recently linked to genetics

Signs: Reading at lower levels than expected; inability to phonologically process words

In the brain: Most likely angular gyrus, an area toward the back of the brain that understands and translates language

ADHD

What: Inability to focus; most common learning disability

Signs: Increased, random hyperactivity; impulsivity; short attention spans and disruptive behavior

In the brain: Neurological, but doctors have yet to uncover the specific root of the issue inside the brain

Gerstmann's Syndrome

What: Often seen after stroke or brain injury, this disorder can manifest itself via several different learning disabilities, including dysgraphia and dyscalculia

Signs: Inability to differentiate between right and left; difficulty expressing thoughts in speech and writing

In the brain: Left parietal lobe of the brain is damaged, in the angular gyrus region

01/ STREETWEAR FASHION

ASSOCIATION WITH GOOD FOR NOTHING CLOTHING

RAGLAN T-SHIRT
A classic design with sleeves in a different color. Popular in 2005 and set to continue in 2007 with more brands now starting to supply the style.

ACCESSORY 1
Cap

RIPPED JEANS
AGAIN, ANOTHER KEY POPULAR LOOK PARTICULARLY TOWARDS THE END OF 2006. RIPPED JEANS AND RIPPED TRACKERS ARE NOW MAIN IN FASHION AT THE MOMENT.

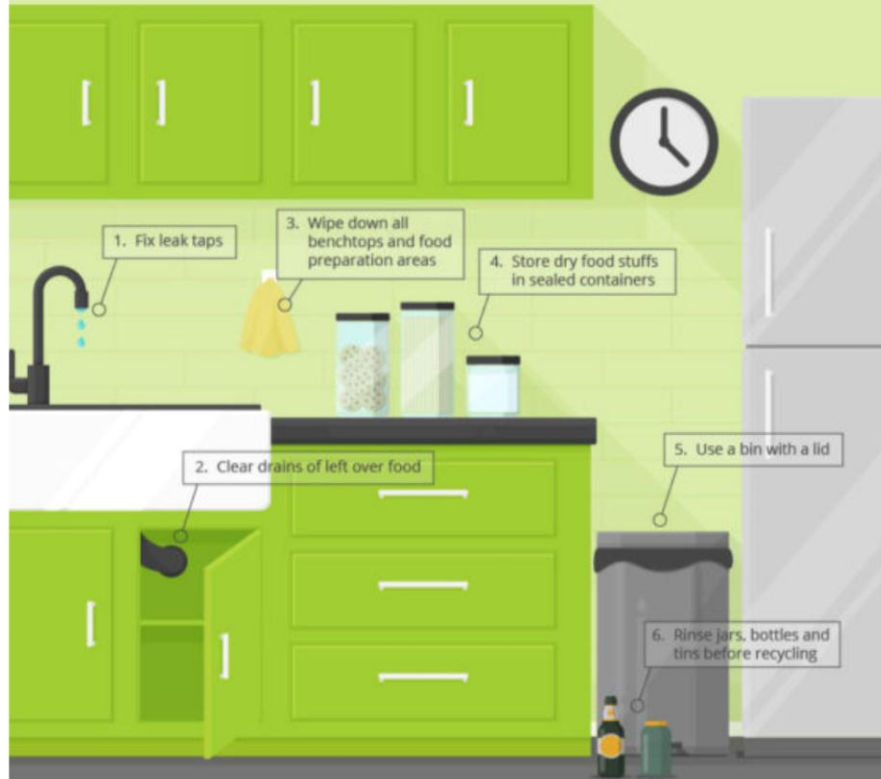
ACCESSORY 2
SMART WATCH

WHITE TRAINERS
WHITE TRAINERS DO SO WELL WITH VIRTUALLY ANY SHIRT, PARTICULARLY IN A WORLD WHERE SPORTS LEISURE IS SO POPULAR. THE IDEAL SPORTS SHIRT TO WEAR WITH WHITE TRAINERS.

Prevention

Stopping an infestation before it happens

- Inside the house -



1. Fix leaking taps.

Like most creatures, rodents and insects need water to survive. By removing the source, they will be forced to look for it else where.

2. Clear drains of left over food.

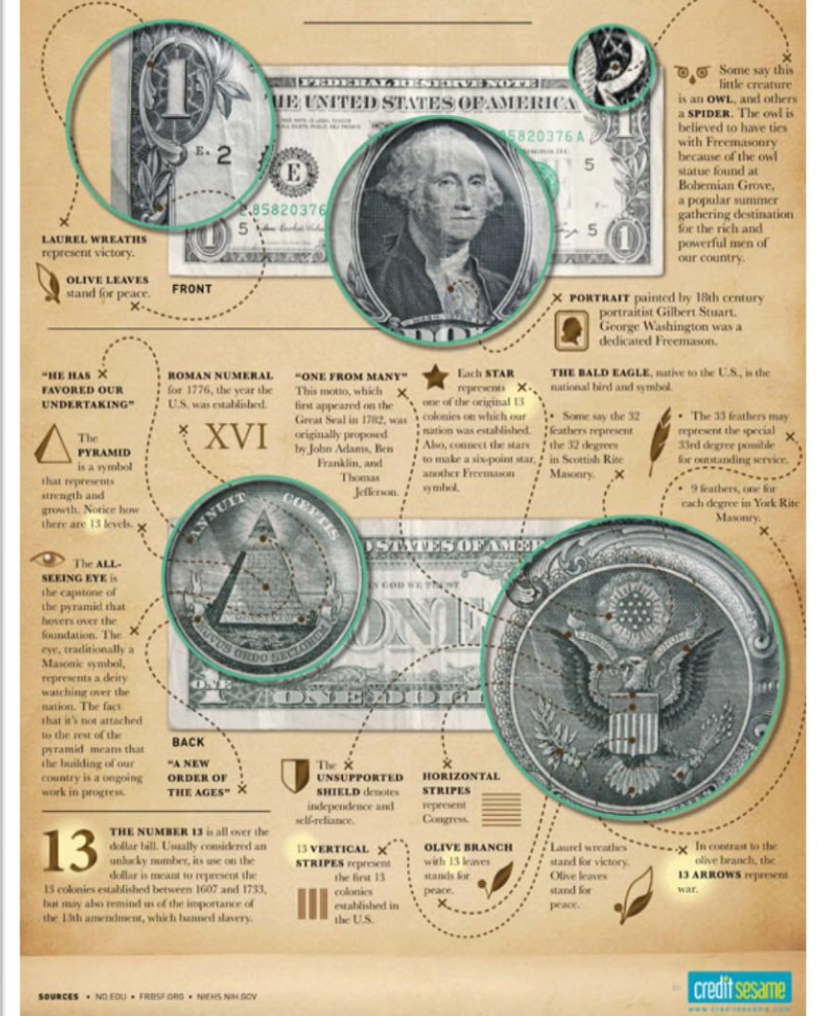
It's easy to forget that drains can become clogged up with food scraps which will attract hungry insects. A clogged drain can also form standing water that can become a breeding ground for mosquitoes.

EL ALCOHOLISMO



THE MYSTERIOUS IMAGERY OF The Dollar Bill

There has been intense debate over the decades of the symbolic meaning of the images displayed on the dollar bill. Conspiracy theorists believe the imagery is rooted in Freemasonry, and somehow tied to the exclusive Illuminati who run the world. Others contend that the imagery is strictly American in its nature and represents the foundations of our nation. Here we explain each symbol, showing what it represents for the U.S. as well as its possible ties to Freemasonry.



DIY Pest Control: Home Pest Prevention Tips

The Mystery of the Dollar Bill



流程类信息图

——纵观全局 把握细节

一种按照时间序列、逻辑关系、位移变化等线索进行推移性流程变化的信息图。

用于整理日程、回顾历史、梳理生产流程、展示演变过程等



技巧：

1. 时序类流程图的设计

2. 时间节点距离设置技巧

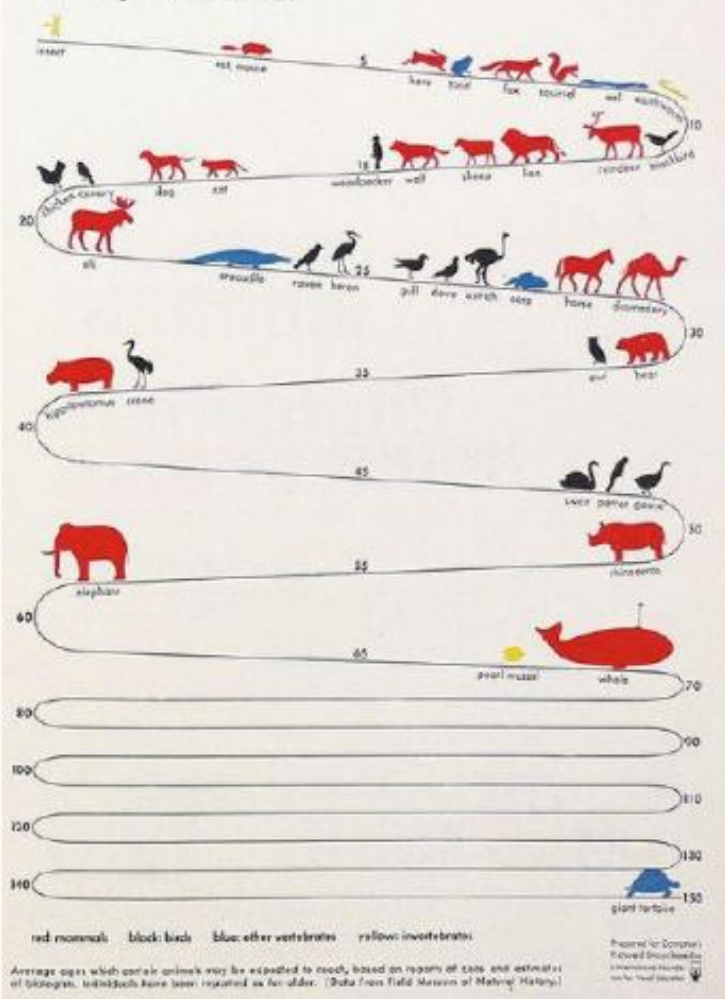
- 以形式美感作为前提，采用等距离的时间点设置。
- 根据每个时间节点对应信息量的多少来设置节点间距离。
- 根据时间节点间的真实时间间隔长短设置节点间的距离。

3. 位移类流程图的设计

4. 借用推导性流程图梳理逻辑关系

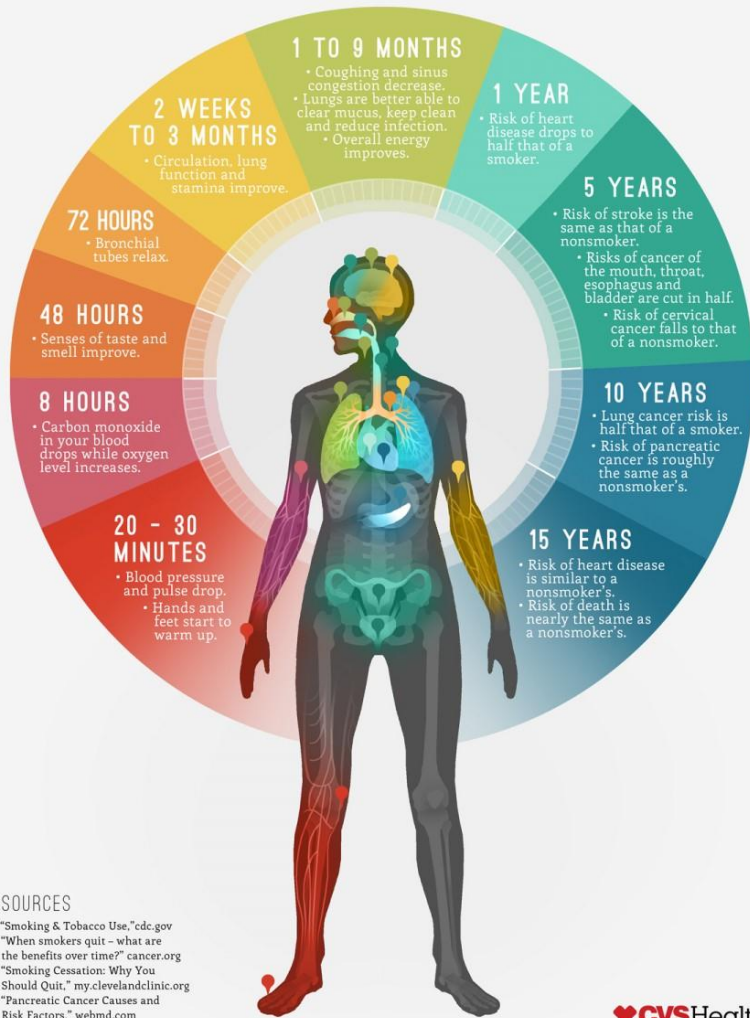
流程节点较多，信息量较大的流程信息，可试着采用曲线版面，O型、c型、s型。

How Long Do Animals Live?



HOW QUITTING SMOKING CHANGES YOUR BODY

Here's what happens to your body after your last cigarette:



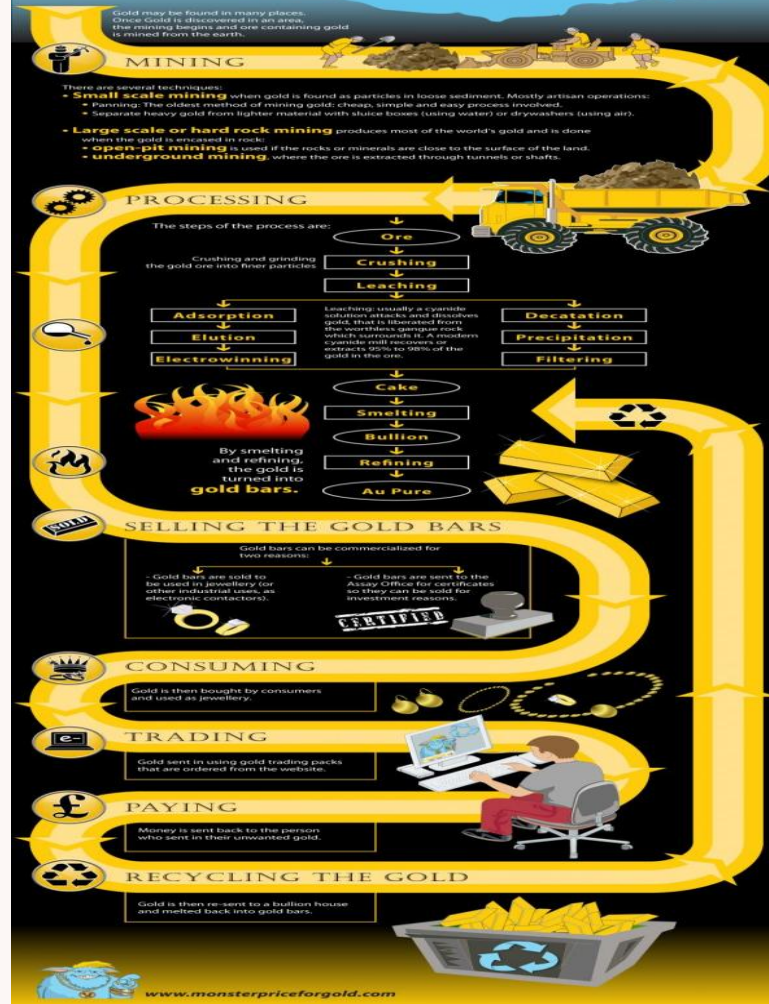
SOURCES

- "Smoking & Tobacco Use," cdc.gov
- "When smokers quit - what are the benefits over time?" cancer.org
- "Smoking Cessation: Why You Should Quit," my.clevelandclinic.org
- "Pancreatic Cancer Causes and Risk Factors," webmd.com



THE GOLD LIFE CYCLE

With ecology in the forefront of business these days, it's important to reduce the effect that jewellery manufacture and sales has on the environment. And this makes not only sound environmental sense, but also good economic sense as well.



• 动物寿命

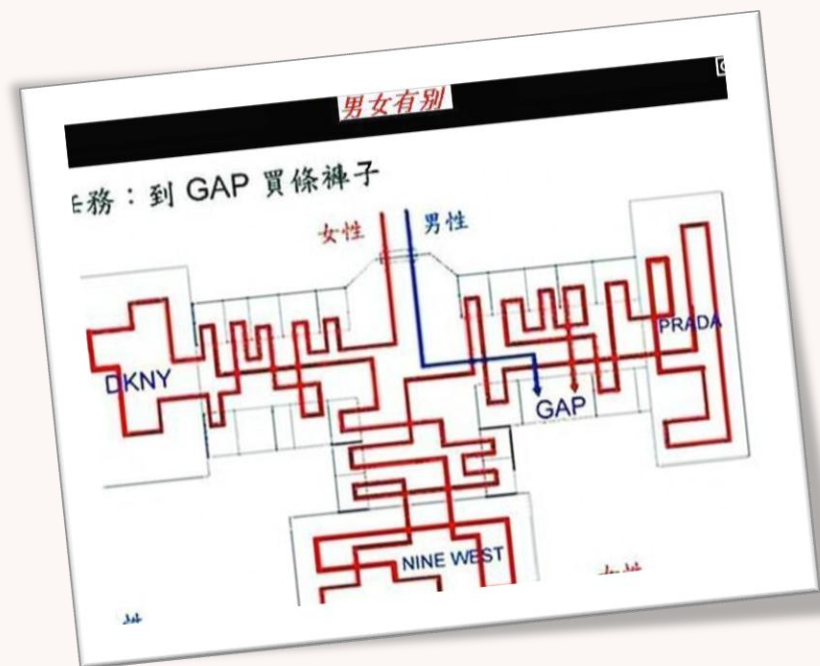
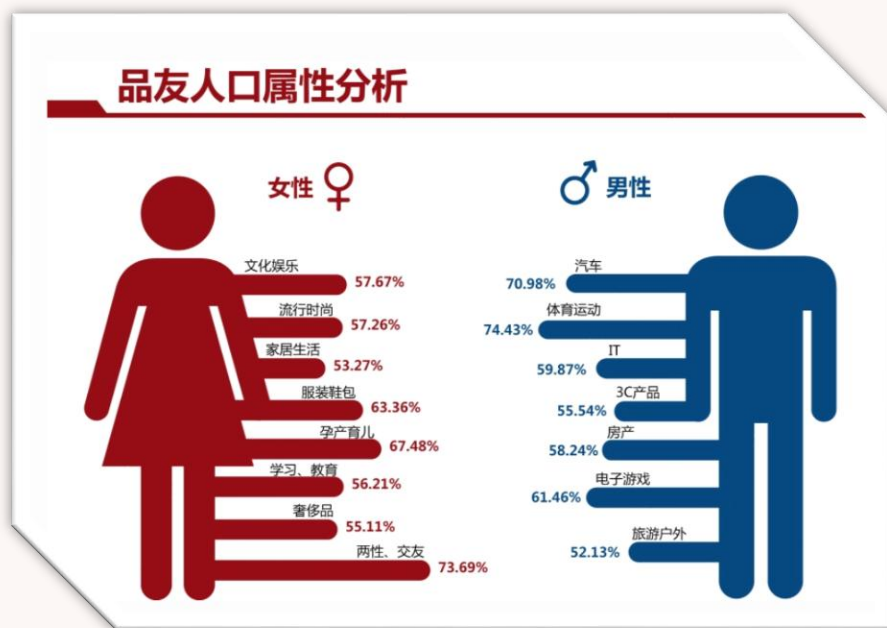
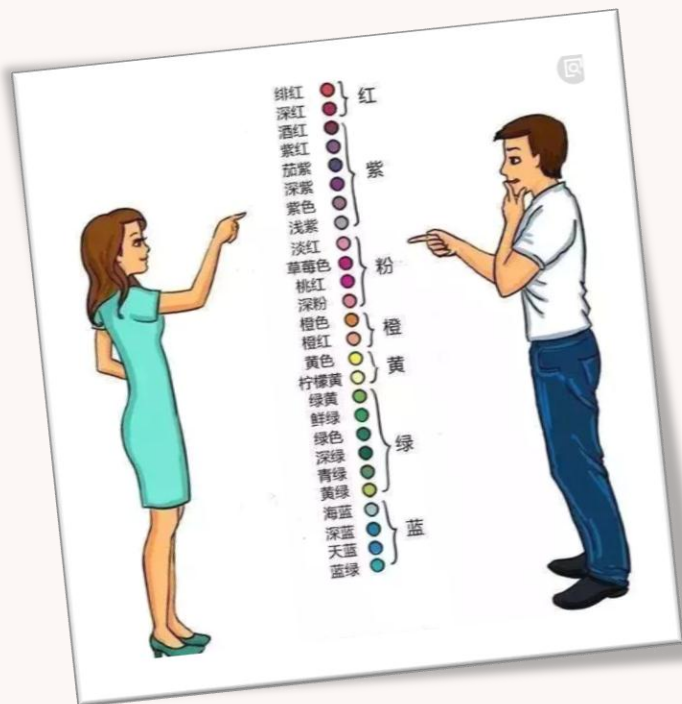


对比类信息图

——相互参照 明确差异

一种将两组或以上项目进行对比编排，突显**差异**的信息图类型。

常用来比较不同的事物、观点和行为等差异化信息。





空间类信息图（地图类）

——简化整体 突出局部

将某空间区域的距离、高度及面积按照一定比例高度缩放或抽象化成某种空间视图效果。除此之外，一些设计者还会试着在现有信息图中添加标志性建筑或景观元素来作为观者的阅览参考物。

展示某些地理区域的线路信息、交通工具的线路信息、某些区域的人流量信息。



技巧：提炼地域外形，绘制地图轮廓

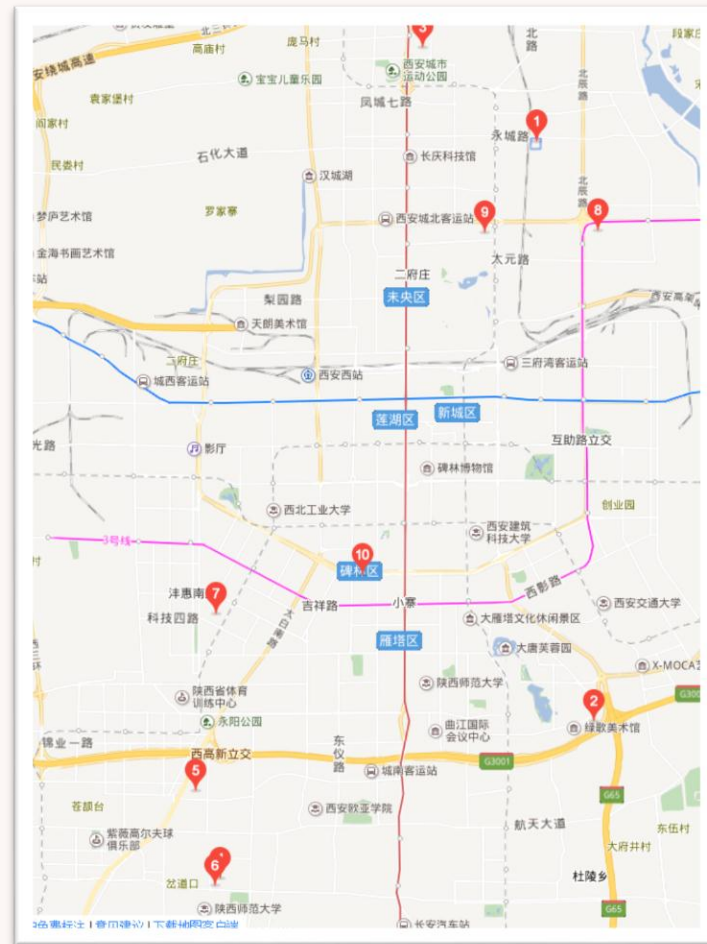
将地图简化为几何形态

在地图中添加标记元素

配色



World's Most Popular Sports



地域外形、轮廓
几何形态



层级类信息图

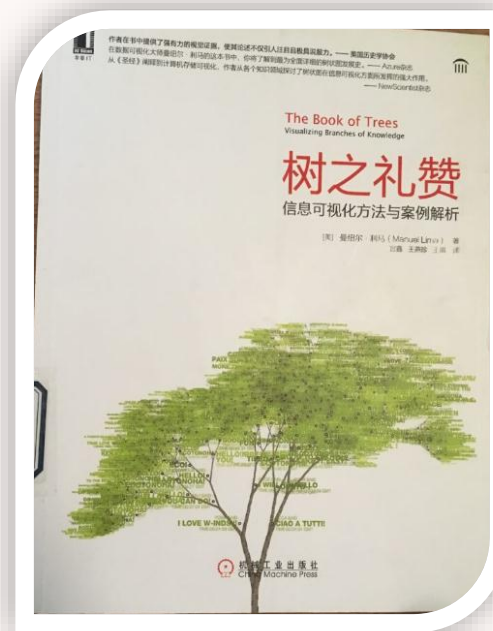
——层级清晰 统筹全局

一些拥有明确等级关系的信息组以视图的形式变现出来。

组织架构、职位排序、多层总分关系等。



金字塔结构 等级



树状结构 组织关系、层次构造

信息可视化中其他要素的选择与设计



版面要素



图要素



文字要素



色彩要素



信息图中的版面要素

- 1、准确把握观者的视觉习惯 **从左到右、从上到下、顺时针方向**
- 2、信息图中的版面 **对称型、曲线型、重复型网络、分割型**
- 3、信息到图元素的转换

图元素=图片+图形

图形=抽象图形+半抽象图形+具象图形

方式：直接转换、间接转换、关系转换

保持统一的图形风格

RELAXATION DAY

9 WAYS YOUR OTHER HALF CAN RELAX WHILE YOU WATCH THE FOOTBALL



YOGA

Buy them a yoga mat and an app or video and let her spend 90 minutes practicing. It's actually a fantastic way for her to relax and unwind.

Time taken: 45 - 90m
Relaxation rating: ●●●●●●●●●●



SUNBATHING

While you're enjoying the game, let your other half catch some rays and unwind for 90 minutes. A great way of relaxing and topping up the tan.

Time taken: 10 - 30m
Relaxation rating: ●●●●●●●●●●



MEDITATION

Meditation is a great way for them to unwind and relax, but unless you can get her to commit to long sessions, you won't get much football out of it.

Time taken: 10m
Relaxation rating: ●●●●●●●●●●



READ A GOOD BOOK

Buy them a selection of books, make a cup of tea and get them to put their feet up and relax. Should buy you at least the first half.

Time taken: 20 - 60m
Relaxation rating: ●●●●●●●●●●



SELF-MASSAGE

They would probably love a massage from you, but you can buy some game time by convincing them to massage themselves.

Time taken: 20m
Relaxation rating: ●●●●●●●●●●



LISTEN TO MUSIC

Who doesn't love listening to music? Get them an iTunes or Spotify gift card and let them unwind to their favourite songs while you sneak off to the TV.

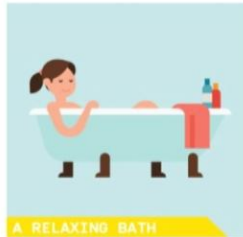
Time taken: 10 - 45m
Relaxation rating: ●●●●●●●●●●



PHONE A FRIEND

It's a bit of a stereotype but it's probably true that if you can get them chatting to a friend, they'll be relaxed and you'll get a half of the game.

Time taken: 45m
Relaxation rating: ●●●●●●●●●●



A RELAXING BATH

A brilliant way to unwind and a guaranteed way of getting the first half in at the very least. Buy them some bath salts to be sure.

Time taken: 45m
Relaxation rating: ●●●●●●●●●●



TAKE A POWER NAP

You'll have to phrase it in a way that doesn't sound like you're getting rid of them, but get them to relax and take a nap and the TV is all yours.

Time taken: 10 - 30m
Relaxation rating: ●●●●●●●●●●

版面：重复型网格版面
信息——图元素 间接转换 抓住关键信息点



信息图中的文字要素

- 文字的提炼
- 文字的选择技巧
- 强调重点文字的技巧
- 图文转换的创意
- 改变文字的材质



色彩性格分析

红

激情、昂扬、活跃、动感、
积极、热情、恐怖、血腥

蓝

清凉、自由、随和、宁静、
理智、机灵、镇定


绿

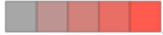
朝气、生命、友善、希望、
青春、和平、安宁


橙

阳光、温暖、美好、和睦、
充实、幸福、愉悦、烦躁

大家平时在颜色选择中还会遇到一种颜色模型：HSB，在这里也给大家做简要的介绍。HSB色彩模式是基于人眼的一种颜色模式，是普及型设计软件中常见的色彩模式。其中

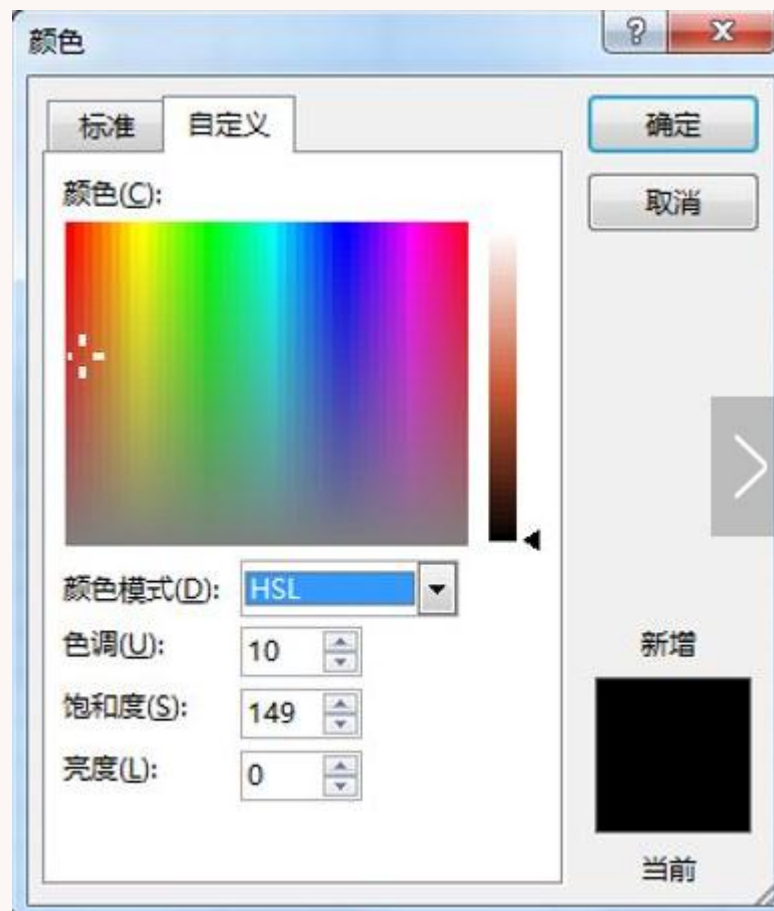
(1) 色相H (Hue)：在0~360°的标准色环上，按照角度值标识。比如红是0°、橙色是30°等，如 

(2) 饱和度S (saturation)：是指颜色的强度或纯度。饱和度表示色相中彩色成分所占的比例，用从0%(灰色)~100%(完全饱和)的百分比来度量。在色立面上饱和度是从左向右逐渐增加的，左边线为0%，右边线为100%，如： 

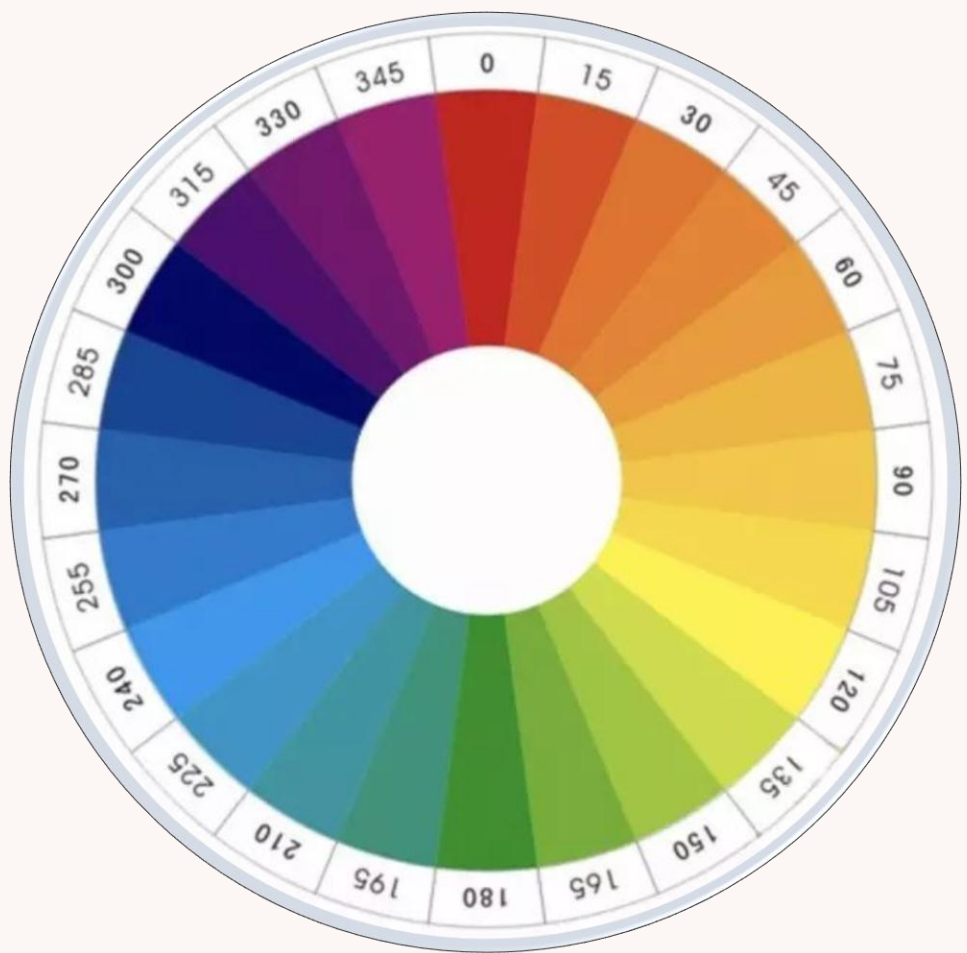
(3) 亮度B (brightness)：是颜色的明暗程度，通常是从0(黑)~100%(白)的百分比来度量的，在色立面中从上至下逐渐递减，上边线为100%，下边线为0%，如： 

HSB有时也作HSV (色相 (Hue)、饱和度 (Saturation)、色调 (Value))、HSL (色相 (Hue)、饱和度 (Saturation)、L(lightness))。比起 RGB 系统，HSB 使用了更贴近人类感官直观的方式来描述色彩，可以指导设计者更好地搭配色彩，会在色彩搭配中经常用到，

HSB颜色模型



不同关系下的色彩搭配



类似色相配色——亲密关系 30°

邻近色相配色——友好关系 $60^\circ - 90^\circ$

对比色相配色——独立关系 120°

互补色相配色——对立关系 180°

阅读

[如何避免等差的HSV颜色](#)，作者[Gregor Aisch](#)

[通过chroma.js控制多色调的色彩比例](#)，作者[Gregor Aisch](#)

[微妙的颜色](#)，作者[Robert Simmon](#)

[翠绿配色方案](#)，作者[Bob Rudis](#)、[Noam Ross](#)和[Simon Garnier](#)

[MATLAB色彩地图](#)，作者[Steve Eddins](#)

工具

[数据颜色采集工具](#)——一件很趁手的工具，让你保持[浓度](#)不变的同时轻松选择配色

[Chroma.js](#)——一个处理色彩的JavaScript库

[Colorbrewer2](#)——热点图与数据可视化颜色工具，自带了多色调与单色调的方案

信息可视化工具软件和案例资源

工具软件

1、Excel、word、powerpoint

2、Adobe Photoshop、Adobe Illustrator、Adobe InDesign

3 [http:// www.diycharts.com](http://www.diycharts.com)

[http:// www.lovelycharts.com](http://www.lovelycharts.com)

<http://www.gliffy.com>

4、CorelDRAW，广泛应用于商标设计、标识制作、模型绘制、插图描画、排版和分色输出等领域。

5、Circos

自由可视化软件，大多数关系型数据都可以用其来可视化，适于制作圆圈图表。

6、[Tableau](#)

商业制图软件。

7、[Wordle](#)

Wordle是一件生成文字云的“玩具”，它能够根据你提交的内容（包括URL和文本）自动生成多彩的文字云，并且对提交的内容中最频繁使用的文字进行强调。可根据词频，在几秒钟之内从提交的文本中提炼出关键词。

8、[MindManager](#)

思维导图工具，内嵌浏览器，并有中文版。

9、[SmartDraw](#)

强大的信息制图软件，可制作思维导图、结构图、流程图、还内设很多模块，可绘制室内户型图及交通道路图，有非常强大的素材库，可直接调用图表设计用的素材。

10、[MindGenius](#)

老牌信息制图软件，可以进行各类发散型信息图表设计，内置数量庞大的素材库，可直接在图表设计时使用。

11、[ConceptDraw](#)

信息图表设计工具被他细分成了四个子产品，每种产品针对不同的工作任务。

12、[Cmap tools](#)

很强大的思维导图工具，其官方网站设计的也和图表一样。

13、[FreeMind](#)

免费信息图表制作软件，支持免费支持开源，界面设计的干净。

网站

1、[图表汇](#)

国内信息制图方面的优秀代表网站，收录有大量优秀作品、教程和咨询。

2、[搜狐图表新闻](#)

国内门户网站中集中展示图标新闻的代表。

3、[ManyEyes](#)

IBM旗下的一个网站，允许用户进行数据采集，然后通过这个网站可视化收集的数据，并讨论他们的视觉效果。IBM研究部门把该网站作为一个实验平台，以测试其对数据可视化具有带动沟通和社会互动的能力，以及这个活动可能对数据产生的新的见解。

4、[ExcelPro 的图表博客](#)

专注于用Excel进行商务图标的沟通。

5、[VisualJournalism](#)

倡导在现代新闻业中“show-don` t tell”的重要性。

6、[Eagereyes](#)

关注信息的可视化以及数据的视觉沟通，目标是帮助发掘那些在这个领域正在发生的变化，并探讨那些将在未来产生影响的发展。

7、[Vizworld](#)

一个寻找新闻及洞察力的图表及可视化的社区。

8、[Cool Infographics](#)

图表能传达数据，信息制图能将数据转化成信息。

9、[Moritz Stefaner](#)

一个自由视觉设计师的个人博客，博主拥有界面设计的硕士学位和认知科学的博士学位，对信息美学、交互可视化及网页如何改变人们对信息的认知感兴趣。

10、[FlowingData](#)

主要从数据可视化的角度，探索设计师、统计学家和计算机专家如何通过数据来更好的了解我们自身。

11、[Visual.ly](#)全世界最大的信息制图及数据可视化的分享社区，拥有海量的信息图表数据库，可以在几秒钟之内创建属于自己的图表，使用它完全不需要任何设计基础

<https://www.easel.ly/home>

<https://www.infographicsarchive.com/>



感谢观看